GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:199
ANSWERED ON:09.03.2001
TARGET SET FOR EXPORT OF TEA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the target set for tea exports for next financial year to earn more foreign exchange; and

(b) the efforts being made by the Government to explore new markets for Indian tea, especially in West Africa and North America ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH)

(a): Govt./Tea Board has set a target of 225 mn. kgs for export of tea for the year 2001-2002.

(b): Tea Board through its offices at Dubai (UAE) which covers West Africa and at New York (USA) which covers USA and Canada, is continuously taking measures to explore new markets for tea. This initiative includes holding of buyer seller meets, participation in fairs and exhibitions, sending of delegations, release of advertisement and other public relation activities. The Tea Board also contributes to the Tea Associations of Canada and USA which are engaged in generic promotion of tea in their respective countries. The major market in West Africa is Morocco, which imports mainly Green Tea. Efforts have been made to increase the production of Green Tea in India which is presently restricted mainly to the Kangra Valley and to encourage the producers to export to Morocco and to USA.